

Sandralyn Bailey

ORIGINAL

06721

From: andy kading [andykading@hotmail.com]
Sent: Friday, January 12, 2007 3:09 PM
To: KJMWEB
Subject: Media Consolidation Rules

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FEB - 9 2007

Federal Communications Commission
Office of the Secretary

Dear Chairman Martin,

I am writing you today to urge you to strengthen the FCC rules regarding media ownership. As studies commissioned by the FCC have shown consolidation of media hampers journalism, and reduces the diversity of viewpoints (Especially those of women and minorities). By further weakening the limitations on media ownership the FCC will hand the already monopolistic media conglomerates even more of the few remaining community sources of information. Lax rules will degrade journalism in lieu of the bottom lines of companies like Clear Channel and News Corp. The air waves of this country are for the all the people of America not just the small hand full of media conglomerate owners.

Again in closing I urge you to strengthen the rules regarding media ownership by limiting the number of stations/newspapers/ and other types of media one company can own in a given area.

Thank you for your time.

Sincerely,

Andrew Kading
2655 NW Thurman
Portland, OR 97210

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Sandralyn Bailey

06-121

From: TX Wahine [eranasue1@yahoo.com]

Sent: Monday, January 15, 2007 6:09 PM

To: KJMWEB

Cc: Michael Copps; Jonathan Adelstein; dtayloratweb; Robert McDowell

Subject: Media Consolidation is Bad News

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FEB - 9 2007

Federal Communications Commission
Office of the Secretary

Dear Chairman Martin and members of the Board of Commissioners,

RE: Docket 06-121, Media Ownership Further Notice of Proposed Rulemaking

I strongly oppose any action by the Federal Communications Commission (FCC) to relax or eliminate media ownership limits.

Media consolidation is to blame for the decline in the quality and quantity of local news, the dearth of minority ownership in broadcasting, and the homogenization of programming on TV and radio. Allowing big media companies to own even more media outlets in our local communities will only exacerbate those problems.

Information -- from diverse, competitive and independent sources -- is vitally important to the health of our democracy. I urge you to hold the line against any further consolidation of our media, and to listen to the voices of the people -- not the media corporations -- on this critical issue.

Sincerely,
E. Daniels

Need a quick answer? Get one in minutes from people who know. Ask your question on Yahoo! Answers.

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2/5/2007

Sandralyn Bailey

06-121

From: Dr. Carolyn M. Byerly [cbyerly@earthlink.net]
Sent: Sunday, January 07, 2007 6:48 PM
To: Kevin.Martin.@fcc.gov; Michael Copps; Jonathan Adelstein; Deborah Tate; Robert McDowell; Heather Dixon; Jessica Rosenworcel; Rudy Brioché; Aaron Goldberger; Cristina Pauze; Donna Gregg; Bruce Gottlieb; Michelle Connolly
Subject: Comments on Ownership Studies

Attachments: Byerly comments on proposed studies.doc

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Federal Communications Commission
Office of the Secretary



Byerly comments on
proposed st...

Please find attached a courtesy copy of the letter I filed today in Dockets 06-121 and 02-277 urging the FCC to include adequate consideration of women-related concerns in its proposed studies to be conducted as part of the media ownership rules review. Among these concerns are women's extraordinarily low ownership rates in broadcast companies and how women are served by the media.

Sincerely,

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Dr. Carolyn M. Byerly, Associate Professor Graduate Program in Mass Communication & Media Studies Department of Journalism JHJ School of Communications Howard University
525 Bryant Street, NW, Washington, DC, 20059, USA
Tel: 202-806-5121, E-mail: cbyerly@earthlink.net or cbyerly@howard.edu
http://howard.edu/schoolcommunications/Journalism/Faculty/Carolyn_Byerly.htm

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January 7, 2006

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
334 12th Street SW
Washington, DC 20554

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FEB - 9 2007

Federal Communications Commission
Office of the Secretary

Filed Jan. 8, 2007, in Dockets 06-121 and 02-277

Dear Chairman Martin:

This letter enters into record my comments on the Commission's public announcement of November 22, 2006, which identified the studies to be conducted as part of the Commission's review of media ownership rules. As an academic researcher whose scholarship in media specifically addresses gender and race in ownership and content, I trust that the following observations and suggestions will be relevant and useful in the Commission's deliberations.

#1: Gender is absent in the slated studies. The list of studies contained in the November 22 announcement omits mention of gender as a specific goal for those conducting the studies. This omission stands in stark contrast to the mention of "minority" concerns in several of the studies. Since the lack of women's ownership was one of the points of reconsideration required by the Prometheus decision, it seems imperative that *all* researchers undertaking commissioned studies attend to *both* race and gender dimensions so the Commission will have adequate data on which to base its ownership rules.

Gender arises as a compelling baseline concern in media ownership, management, and content today. Women's broadcast ownership is pitifully low, shown by my own recent analysis of 2004-2005 Form 323 reports for women and minority ownership, which revealed women own only 3.4% of the broadcast media in the United States today.¹ Turner and Cooper's (2006) similar report, which used a different methodology, found women's ownership of full broadcast TV stations to be severely low, at about 5%.² Moreover, by the Commission's own records, women's ownership has continued to decline since the Telecommunications Act of 1996 was passed. This suggests that those who have been impacted the greatest by deregulation and conglomeration are women.

The current literature on *women's representation* in broadcast content also tells a troubling tale. In television news and public affairs programs, women are central to only 25% of stories in the United States today. Gallagher found that women are particularly underrepresented in U.S. broadcast news stories on economics (12%), and science and health (16%).³ By contrast, they are over-represented

¹ That report, "Questioning Media Access: An Analysis of Women and Minority Ownership Data," by C. M. Byerly, 2006, is available online at <http://www.ssrc.org/programs/media/publications/MediaOwnershipReport.pdf>.

² Please see "Out of the Picture: Minority & Female TV Station Ownership in the United States," S. D. Turner and M. Cooper, available online at http://www.stopbigmedia.com/files/out_of_the_picture.pdf.

³ "Who Makes the News?" (Global Media Monitoring Project 2005 Report), M. Gallagher, p. 121. Available online at www.whomakesthenews.org.

in stories about entertainment and celebrity (40%). Other researchers have found that not only are women missing from serious programming, but they are also prevented from speaking to women's most pressing problems (e.g., persistent poverty, violence, lack of affordable health care) when they are interviewed; instead, they become sources for information on other matters.⁴

Researchers conducting all studies should be required to show how the issues impact women, but several of the studies seem particularly in need of a gender perspective. For example, in Study 1, the researchers might ask: How do women's preferences for news differ from men's? In Studies 7 & 8, researchers might ask: What are the barriers to women's ownership (in addition to those experienced by minorities)? In Study 9, researchers might ask: Has vertical integration served to include or exclude women from ownership and control?

#2: Transparency is lacking in the research process. As others have undoubtedly requested of the Commission, I would like to ask: (1) How the commission came to identify these particular 10 studies, (2) How the various scholars were selected to conduct them, (3) How much public money is allotted to each, (4) What is the timeline for review, (5) what will the peer review process entail, and (6) How will the studies' findings be disseminated?

Answers to these questions are essential if the research process is to have credibility in both academic and governmental arenas, and, more important, if it is to serve the public's needs and interests. As the Commission is aware, there is a robust and growing public debate about media policy; the data arising from these studies will be of interest and use to the leaders and participants in taking part in that debate, and presumably, it will also contribute to the development of just, effective and sound regulations by the Commission.

Please let me know if you have questions or need clarification on any of the preceding comments. Thank you for your attention to my concerns and questions.

Sincerely,

Carolyn M. Byerly

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⁴ "Woman as Sign in Television News," L. F. Rakow and K. Kranich, *Journal of Communication*, 1991, Vol. 41, No. 1, pp. 8-23.